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REMARKS

The present application includes claims 1-22, 32, 34-68, 70-87 and 89-135. Claims 112-135 are new. Claims 1, 20-22, 32, 44, 49, 54, 62, 79, 87, 91, 101 and 102 were amended. The amendments to claims 20, 21 and 22 are in order to conform to amended claim 1. Claims 44 and 91 were amended for clarity, without affecting their scope. Claim 44 was amended to remove an extra 'and' and to explicitly state what was implicit in the claim that 'a site' is 'an Internet site'. In claim 91 the word 'comprising' was added. The amendment to claim 101 finds support, for example, on page 30, lines 12-18. The amendment to claim 102 is in order to conform to amended claim 101.

The amendments to claims 1 and 49 find support at least in the examples of original claims 76, 83 and 84. The amendment to claim 32 finds support at least in original claim 33. The amendment to claim 49 finds support at least on page 22, lines 31-33. Claim 62 was amended to clarify that the list is in response to a user request. This amendment finds support at least in the example on page 3, lines 22-30. Claim 62 was also amended to incorporate the requirement of claim 69 that finds support thereon. The amendment to claim 79 finds support at least in original claims 83 and 84. Claim 87 was amended to include the limitation of claim 88 and to broaden the term 'filtering' to 'processing' based on the description on page 6, lines 2-9.

Claims 1-22 stand rejected under 35 USC §102(e) as being anticipated by Herz (US patent 6,029,195). Claim 1 was amended to require determining a display format including at least one non-information-attribute responsive to the user profile.

Herz describes identifying desirable objects, such as news articles, for a user, according to a target profile interest summary (abstract). The Herz application is directed solely to finding the information and not to determining a non-information attribute of a display format of the information responsive to the user profile, as required by amended claim 1. The dependent claims are allowable at least because they depend on an allowable claim. At least some of the dependent claims, however, add to the patentability of claim 1. New claim 114, for example, requires determining one or more display colors. New claim 115, for example, requires determining an image quality responsive to the user profile. New claim 116, for example, requires determining a size or quality of displayed text. Claim 22, for example, requires changing a layout of data.

Claims 32 and 34-42 stand rejected under 35 USC §102(e) as being anticipated by Herz (US patent 6,029,195). Claim 32 was amended to incorporate the requirement of claim 33 that the analysis includes determining at least one trait of the site.

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Herz describes identifying WWW pages of interest based on their content (Col. 67, lines 30-35). Herz does not teach or suggest determining a trait of a site. In the office action, no citations regarding old claims 33-36 appear, possibly due to a formatting error of the office action. Absent specific references it is very hard to assure that a requirement does not appear anywhere in the 98 columns of Herz. Nonetheless, in a review of the entire text of Herz, applicants did not find any description of an analysis that includes determining a trait of a site and electing to perform an interaction or modifying a performance of the interaction responsive to the analysis.

Claim 43 stands rejected under 35 USC §102(e) as being anticipated by Herz (US patent 6,029,195). Applicants respectfully traverse the rejection. Claim 43 requires selecting, by the user, one of a plurality of virtual personalities available for interaction with a particular site. Herz does not teach or suggest a single user having a plurality of virtual personalities for a single site. Rather, Herz suggests having different virtual personalities for different sites (col. 43, lines 28-42). Furthermore, Herz states plainly that a user U requires a new pseudonym for use with a new and disjoint coalition (col. 44, lines 40-42) and does not teach or suggest any other use for additional pseudonyms. Column 39, lines 31-43, referred to by the Examiner, suggests different pseudonyms for different types of transactions from different service providers.

Claims 44-48 stand rejected under 35 USC §102(e) as being anticipated by Herz (US patent 6,029,195). Applicants respectfully disagree. Claim 44 was amended for clarity, by removing an extra "and" and clarifying that the site refers to an Internet site, which was inherent in the claim as filed.

Claim 44 requires requesting an ambiance of a site. Herz relates to finding objects most likely to be of interest to a user (abstract) and does not teach or suggest determining the ambiance of objects. A discussion of site ambiance appears in the present application on page 9, line 26 – page 10, line 14 and the description of Fig. 3 on pages 26-28.

Applicants do not understand the relevance of the passages referenced by the Examiner with regard to claim 44. Fig. 2 shows no more than a computer network. Column 37, lines 45-50 of Herz relate to using the WWW for content channels and do not mention or hint to determining an ambiance of a site, let alone to generating a request for an ambiance of a site. Columns 63 and 64 of Herz relate to search profiles and not to ambiance information.

The dependent claims add further patentability over Herz. Claim 45, for example, requires retrieving the requested ambiance indication from a memory. Claim 46, for example, requires determining the ambiance by analyzing the site. Neither of these requirements are taught or suggested by Herz.

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New claims 120-123 which depend on claim 44 recite different specific attributes determined in determining the ambience. None of these attributes are taught or suggested by Herz.

Claims 49-53 stand rejected under 35 USC §102(e) as being anticipated by Herz (US patent 6,029,195). Claim 49 was amended to require that the virtual personality adapter modifies at least one interaction attribute based on a portion of the virtual personality which does not point out a desired piece of information. Herz is directed solely to determining information desired by the user (Abstract). Herz does not teach or suggest using a portion of the virtual personality which does not point out a desired piece of information in modifying attributes of the interaction.

Claims 54-61 stand rejected under 35 USC §102(e) as being anticipated by Herz (US patent 6,029,195). Applicants amended claim 54 to require that the desired adaptation comprises modifying an ambience of the site or a functional response of the site.

Herz does not teach or suggest modifying an ambience of a site or a functional response of the site.

Claims 62-68 stand rejected under 35 USC §102(e) as being anticipated by Herz (US patent 6,029,195). Applicants amended claim 62 to include the requirement of claim 69 that requires automatically displaying a highest graded site on the list. Herz, in contrast, relates to providing lists of highest matching world wide web pages (column 67, lines 34-35) using filtering methods and does not teach or suggest automatically displaying a single highest graded site, rather than a list of sites.

The dependent claims add further patentability over Herz. Claim 65, for example, requires analyzing a site responsive to a presented ambience. As discussed above, Herz does not teach or suggest relating to an ambience.

New independent claim 112 requires selecting a site to access responsive to a request and a user profile and providing the user with content of the selected site responsive to an interaction request. As discussed above, Herz describes providing information on available web pages and does not teach or suggest providing a specific web page responsive to an interaction request.

Claims 70-74 stand rejected under 35 USC §102(e) as being anticipated by Herz (US patent 6,029,195). Applicants respectfully traverse the rejection. Claim 70 requires determining an instantaneous virtual personality including a mood and selecting an advertisement accordingly. Herz describes matching advertisements to a user profile (column 73, lines 10-43) but does not teach matching advertisements to an instantaneous personality including a mood.

Dependent claim 72 adds further patentability over Herz in requiring that the virtual personality include also a static aspect in addition to the mood.

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Applicants do not understand the relevance of the passages cited by the Examiner. These passages do not even relate to advertisements or to dynamic aspects of a user profile. Therefore, the Examiner did not establish a *prima facie* case of anticipation with regard to claim 70.

Claims 75-78 stand rejected under 35 USC §102(e) as being anticipated by Herz (US patent 6,029,195). Applicants respectfully traverse the rejection. Claim 75 requires detecting at a WWW site a desired interaction from a particular virtual personality and determining a suitable modification to match the virtual personality. Herz describes identifying WWW sites of interest that match a user profile (column 67, lines 34-35), but does not teach or suggest modifying a site to match a personality. Herz is directed at filtering data that is of interest to a user and not to modifying WWW sites to user preferences.

The dependent claims further differentiate over Herz. Claim 76 requires modifying a display layout and claim 77 requires modifying a level of detail shown. Neither of these is taught or suggested by Herz.

The rejection of the Examiner does not explain the relevance of the long passages referred to and applicants did not find the relevance of these passages.

Claims 79-84 stand rejected under 35 USC §102(e) as being anticipated by Herz. Applicants amended claim 79 to include the requirements of claims 83 and 84 in the alternative, i.e., to require that the data is displayed with a level of detail or spatial layout selected responsive to the virtual personality. As discussed above, Herz relates to finding data and not to the display format of the data. Applicants did not find controlling the level of detail or the spatial layout in any of the passages cited by the Examiner.

Claims 85-86 stand rejected under 35 USC §102(e) as being anticipated by Herz (US patent 6,029,195). Applicants respectfully traverse the rejection. Claim 85 requires requesting a search using at least one keyword and interpreting the keyword utilizing a virtual personality. Herz does not teach or suggest interpreting words according to a virtual personality and does not relate to interpreting keywords at all.

Claims 87-90 stand rejected under 35 USC §102(e) as being anticipated by Herz. Applicants amended claim 87 to include the limitation of claim 88. Claim 87 as amended requires processing the search results utilizing personal information by a different computer from the search engine. Herz suggests a post-process that filters and ranks the many target objects found by a conventional search (col. 67, lines 54-59). Herz, however, does not teach or suggest performing the post process on a different computer from the search engine. Putting the post-process on a

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separate computer would not be obvious since it would be counter productive, requiring placement of the target objects on the separate computer.

New independent claim 128 requires providing a web site response to a persona server which determines modifications to the generated response responsive to personal information. Herz does not teach or suggest such a persona server.

Claims 91-100 stand rejected under 35 USC §102(e) as being anticipated by Herz (US patent 6,029,195). Applicants respectfully traverse the rejection. Claim 91 was amended to add the term comprising which was inadvertently left out. The amendment does not affect the patentability of the claim.

Claim 91 requires a software having a user interface that modifies its interaction with a user, responsive to a personality representation. Such software that modifies its interaction is not taught or suggested by Herz. In fact, Herz teaches away from modifying a software having a user interface, such as a browser, responsive to a personality presentation. Herz relates to a privacy problem (column 38) which does not exist if the modifications are in the software used for interfacing with a user. Column 63, line 30, referred to by the Examiner, describes pacing the user profile on a server which does not include a user interface.

The dependent claims add further patentability over Herz. Claim 92, for example, requires modifying an Internet browser. Claim 93, for example, requires that the software modifies a visual display of the interface. Claim 95, for example, requires modifying a menu length of the interface. Claim 96, for example, requires modifying a help level. None of these requirements is taught or suggested by Herz.

Claims 101-111 stand rejected under 35 USC §102(e) as being anticipated by Herz (US patent 6,029,195). Applicants amended claim 101 to clarify that the storage media is a portable media read by a terminal. In addition, the term "storing" was replaced by the more general term "providing". Herz does not teach or suggest providing the user profile on a portable storage media. In Herz, the user profile is stored at a server (column 63, line 30).

The only thing that Herz suggests storing on a portable media is user identity information, equivalent to passwords, which allow the user to enter the system (column 34, line 64 and column 37, lines 57-62).

New claim 131 requires transmitting the user profile from a terminal to an Internet server, along with a request for Internet site data. In contrast, Herz suggests storing the user profile at the network vendor (column 34, lines 13-15) or on proxy servers (col. 34, lines 21-32). Herz does not teach or suggest storing the user profile on the user terminal.

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In view of the above remarks and amendments, the present application is believed to be allowable. Allowance of the application is respectfully awaited.

Respectfully submitted,  
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